

Welcome!



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Web Accessibility: Unlocking Your Website's Full Potential



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Agenda

- 1 The importance of accessibility
- 2 Real world stories and setbacks
- 3 Legal implications
- 4 Accessibility at Extramile Digital
- 5 Quick wins and long-term actions



Question Time

Your current state of mind

- 1 Not important
- 2 Somewhat important
- 3 Neutral
- 4 Important
- 5 Extremely important

A

How important is accessibility to you?

B

How important is accessibility to your business?

Did you know?

25%

2.2 billion people globally have a vision impairment; that's nearly **25%** of the world's current population.

Source: [World Health Organisation](#)



Did you know?

3%

Only **3% of the internet** is accessible to people with disabilities. This is a digital divide that presents a significant barrier for people with disabilities, limiting their ability to access vital information, engage with online services, and participate fully in the digital world.

Source: [UserWay](#)



Did you know?

71%

71% of disabled users will leave a website that's not accessible.

Source: [Wonderful.io](https://wonderful.io)





Myths vs Reality

MYTH

Accessibility is only for screen readers.

MYTH

It's expensive and slows down projects.

MYTH

We don't have any disabled users.

REALITY

It helps everyone – including people with cognitive, motor, and hearing difficulties.

REALITY

It's cheaper and easier to build in from the start – retrofitting is costly.

REALITY

You do – you just don't know. 1 in 4 people have a disability.

1 The importance of accessibility

Why accessibility is crucial



Enhances user experience



Builds brand trust & loyalty



Drives better SEO



Makes you more competitive



Accessibility enhances user experience

Enhance UX for **everyone**

Accessibility improves navigation, clarity, and usability for all users. By reducing friction and ensuring consistency across devices, it creates a smoother, more enjoyable experience.





Builds brand trust and loyalty

Make users feel good about your brand

When a brand demonstrates care and inclusivity, it strengthens trust and emotional connection with its audience. This commitment not only boosts reputation but also encourages positive word-of-mouth.





Drives better SEO and lead generation



Drive better business outcomes

Accessibility practices often improve SEO, making your site easier to discover. A more inclusive experience increases retention and repeat visits, while also setting your brand apart from competitors.



“Accessible websites usually work better for everyone. They are often faster, easier to use and appear higher in search engine rankings”

Source: [GOV.UK](https://www.gov.uk)



Accessibility makes you more competitive

Expand your reach

Accessible design opens your website to over a billion people worldwide who live with disabilities, while also supporting the needs of aging users who benefit from clearer, more adaptable interfaces.





BOTTOM LINE

Accessible sites reach more people, **convert better, rank and perform more consistently**, while reducing legal and technical risk. Building to WCAG AA is a smart commercial strategy as much as it's the **right thing to do.**



2 Real world stories and setbacks

Don't just take our word for it

Domino's Pizza setback

In 2016, Guillermo Robles, a blind man, sued Domino's Pizza, alleging that he was unable to order via their website or mobile app using screen-reading software—a violation of the Americans with Disabilities Act (ADA) and California's Unruh Civil Rights Act.



© Image rights belong with Domino's Pizza.



Why Domino's failed users

- ✗ Screen reader incompatibility
- ✗ Missing alternative text (Alt-Text)
- ✗ Unlabelled and inaccessible buttons/links
- ✗ Keyboard navigation failures
- ✗ Inaccessible online forms
- ✗ Mobile app accessibility barriers

👉 **In short:** Domino's failed at the basics – screen reader compatibility, alt-text, labeled buttons, keyboard navigation, and accessible forms – all of which are **fundamental** ADA and WCAG requirements.



Why this mattered to Domino's business

A price was paid, rightfully so

On June 6, 2022, the case was officially settled. While specific settlement terms were not disclosed, Domino's committed to maintaining accessibility by aligning its website and mobile app with WCAG standards (levels A and AA), and implementing policies, procedures, and training to sustain long-term accessibility.

\$4000+ in
damages +
Legal Fees

Damaged
online brand
reputation

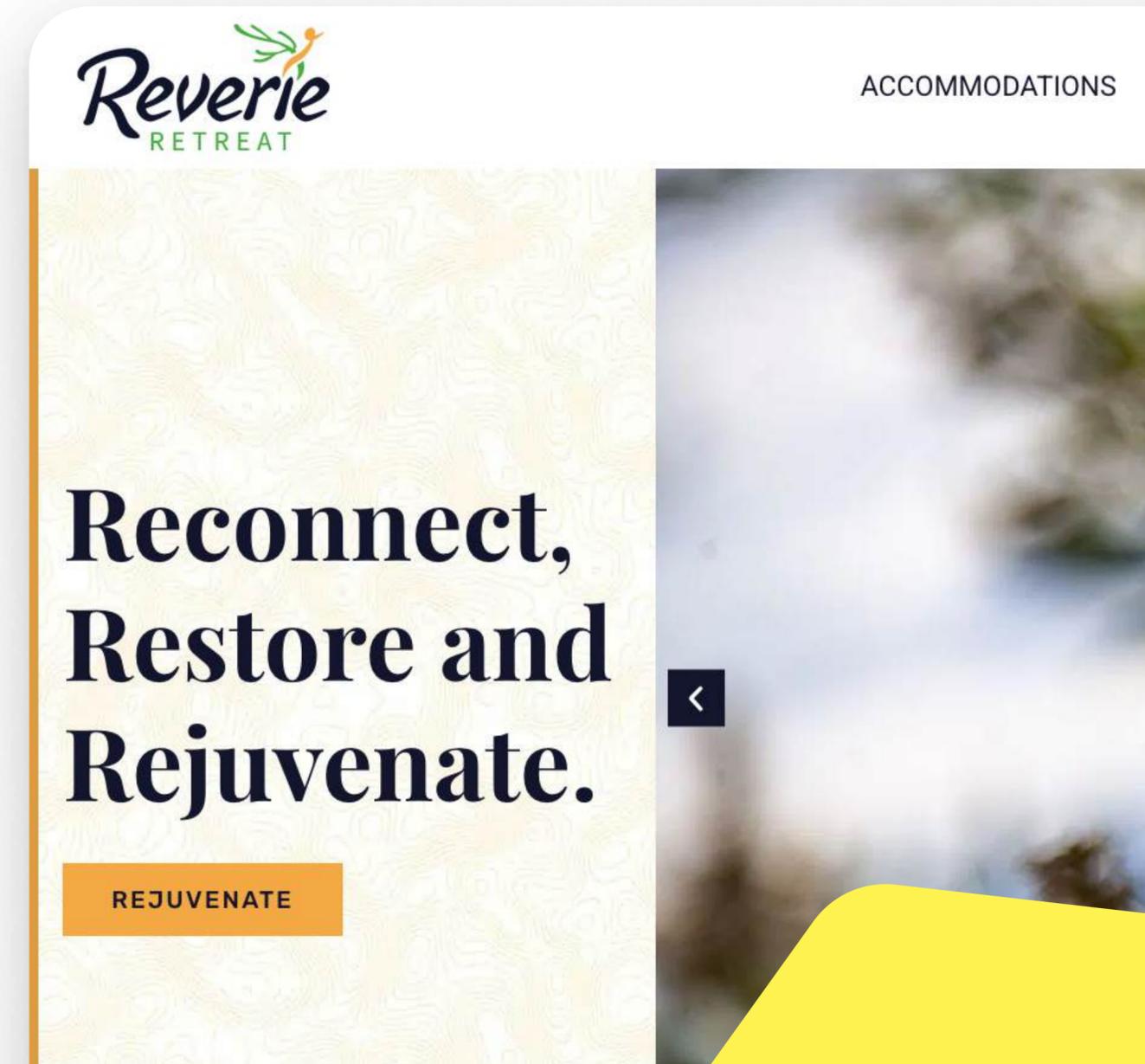
Source: [Boia.org](https://boia.org)



Accessibility can grow your business

Reverie Retreat wanted to completely redesign its website in order to **boost traffic, elevate its brand, and ensure an accessible experience to all.** Working closely with an Accessibility Advisory Board, the site was built to be fully inclusive and is now WCAG 2.2 AA certified, ensuring an inviting experience for all users while also protecting the business from ADA lawsuits.

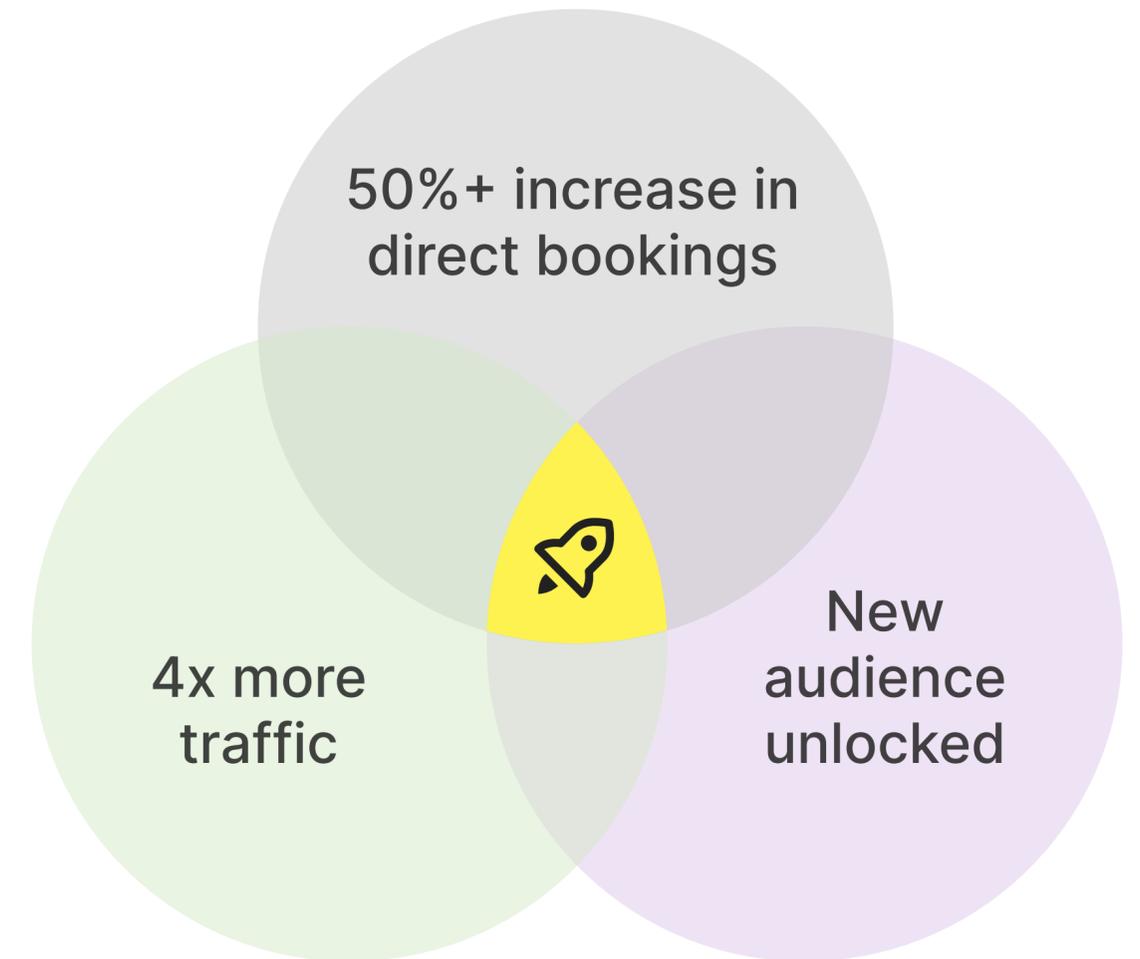
© Image rights belong with Reverie Retreat.





The result

Since launching the redesigned site, Reverie Retreat has seen **website traffic quadruple**, leading to major increases in bookings and revenue. The new site attracts their ideal audience – including a larger number of seniors – and gives them the ability to manage bookings directly rather than relying solely on Airbnb. A year after launch, over half of their reservations now come through their own website, positioning Reverie to **tap into the growing \$7 trillion global spending power of people living with disabilities** while successfully reaching the market they most want to serve.

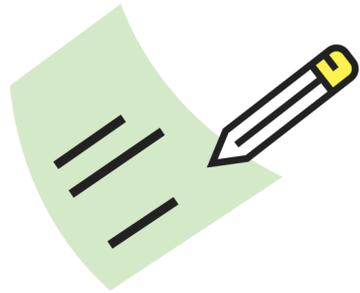


Source: [accessdesignstudio.com](https://www.accessdesignstudio.com)



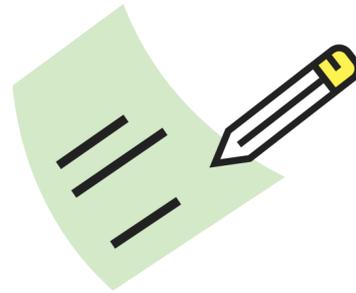
3 Legal implications

Accessibility Acts



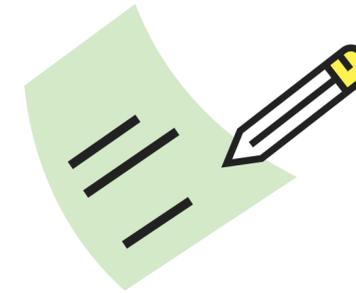
UK

- Equality Act 2010
- Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018



EU

European Accessibility Act (EAA) 2025



US

Americans with Disabilities Act (ADA)

European Accessibility Act (EAA)

What's its purpose?

It was adopted by the European Union in 2019 to make sure digital products and services are accessible to everyone, including people with disabilities.

When was it introduced?

- June 28th, 2025 for all new services
- June 28th, 2030 for any existing services



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European Accessibility Act (EAA)

Who does it apply to?

Both public and private sector businesses with the following:

- Over 10 employees
- Turnover more than €2 million
- Offer products or services in the EU, regardless of where the company is based



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European Accessibility Act (EAA)

What digital products need to be compliant?

Online Shopping
Platforms and
eCommerce
Services

eBooks and
e-publishing
Platforms

Social Media
content (image
and video)

Computers &
Operating
Systems

Audiovisual
Media Services



European Accessibility Act (EAA)

What digital products need to be compliant?

Digital Banking
Services &
ATMs

Ticketing &
Reservation
Systems

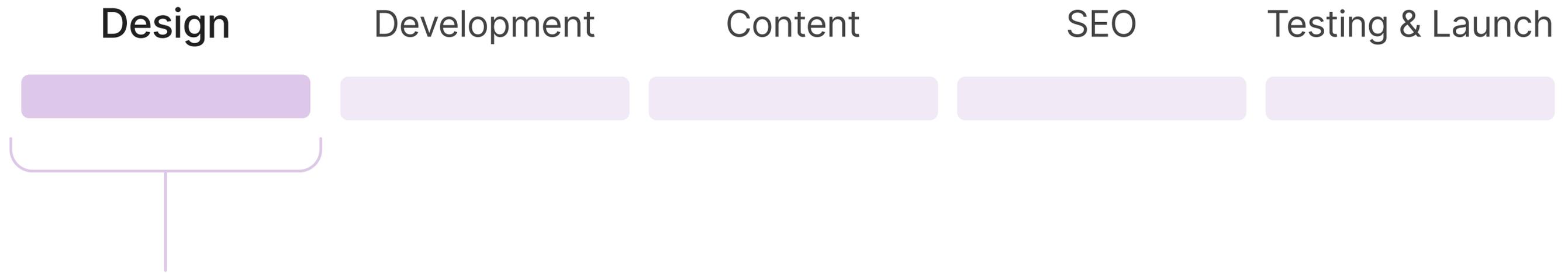
Telecomm
Services &
Related
Equipment

Public
Transport
Information
Systems (Air,
Bus & Rail)



4 Accessibility at Extramile Digital

How we prioritise accessibility



- ✓ Early planning
- ✓ Colour contrast checks
- ✓ Design clear navigation
- ✓ Design accessible components
- ✓ Tools and checklists



4 Accessibility at Extramile Digital

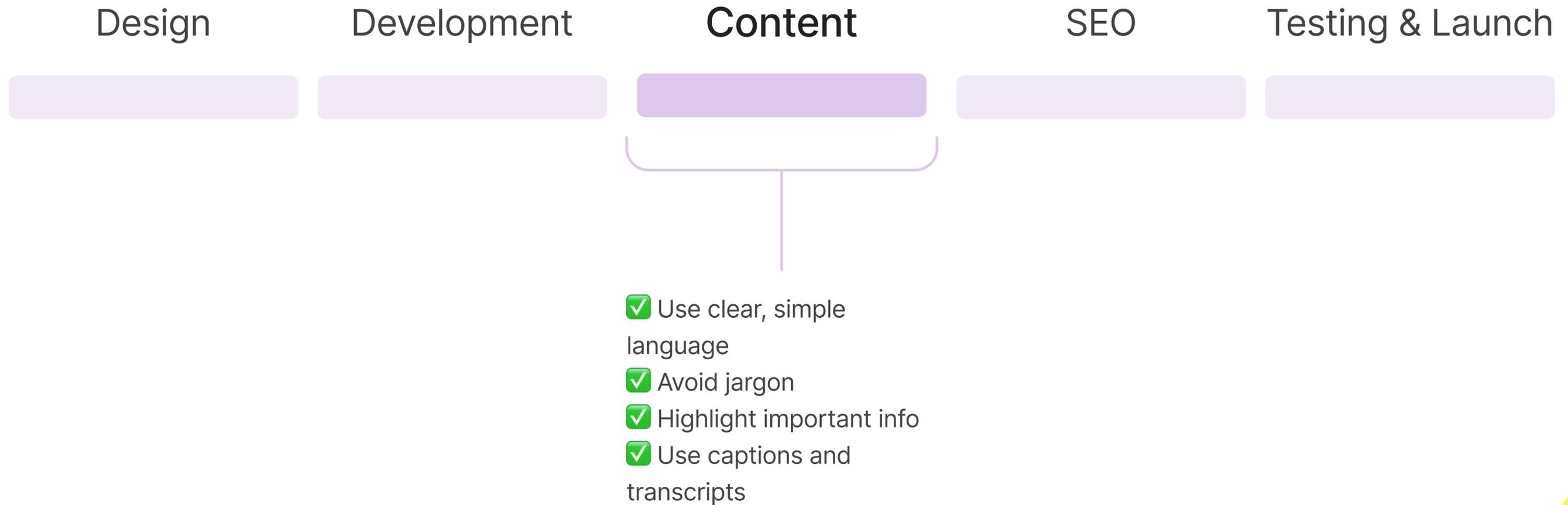
How we prioritise accessibility





4 Accessibility at Extramile Digital

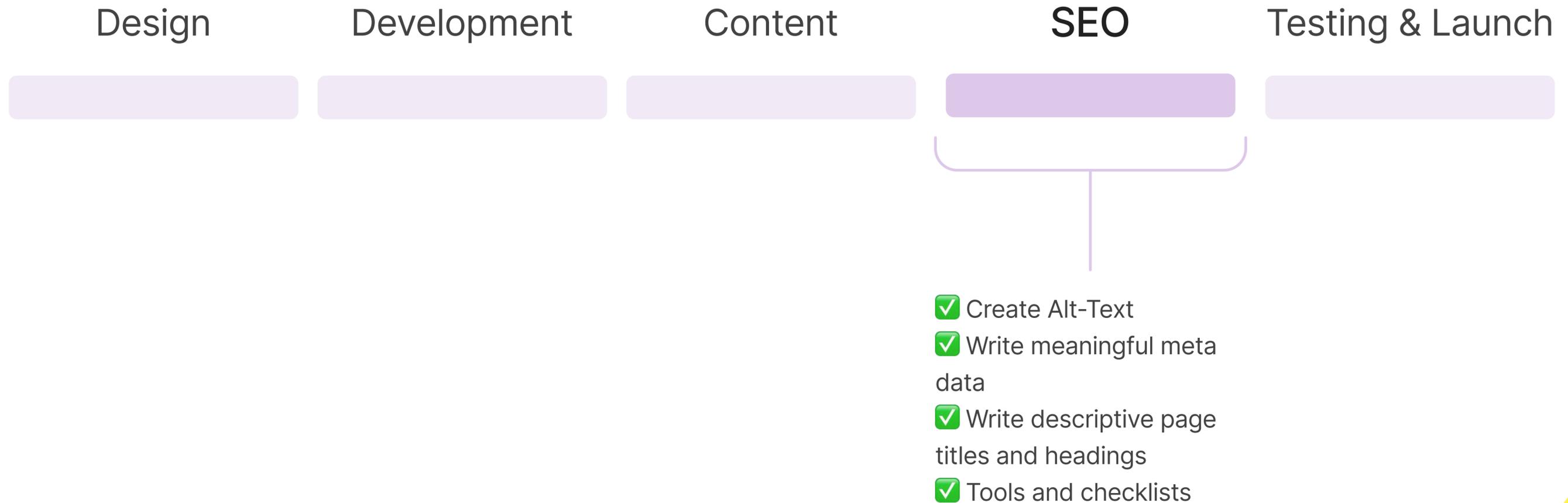
How we prioritise accessibility





4 Accessibility at Extramile Digital

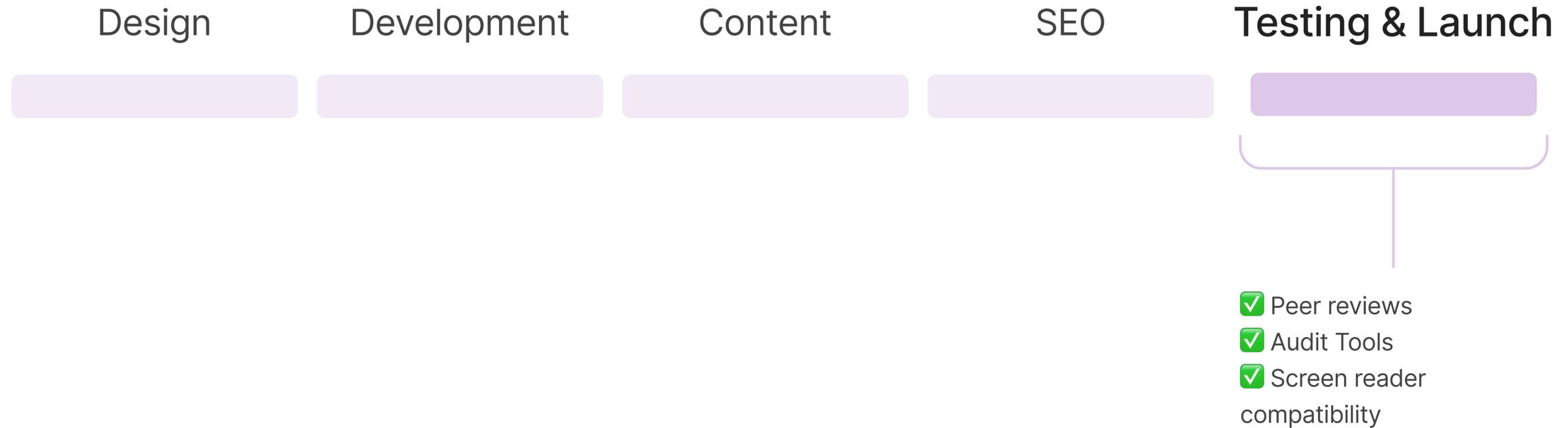
How we prioritise accessibility





4 Accessibility at Extramile Digital

How we prioritise accessibility





How we can help

1 Perform a **accessibility audit(s)** of your website

Audit based on a set standard, testing key pages and for compatibility with screen readers, and reviewing both visual and structural accessibility performance.

2 Perform a **design audit** of your website

Audit based on a set standard, reviewing your website against accessible UX best practice, auditing colour contrast and navigational performance.

3 Consultation and **bespoke** services

If you have any accessibility concerns, we can talk through them with you and provide customised services that reflect your specific needs.



5 Quick wins and long-term actions

What actions can you take?

Quick wins ⚡

Ensure your website images have Alt-Text

Check the use of page headings

Add captions and subtitles to videos

Use meaningful text for all links

Add labels to all form fields



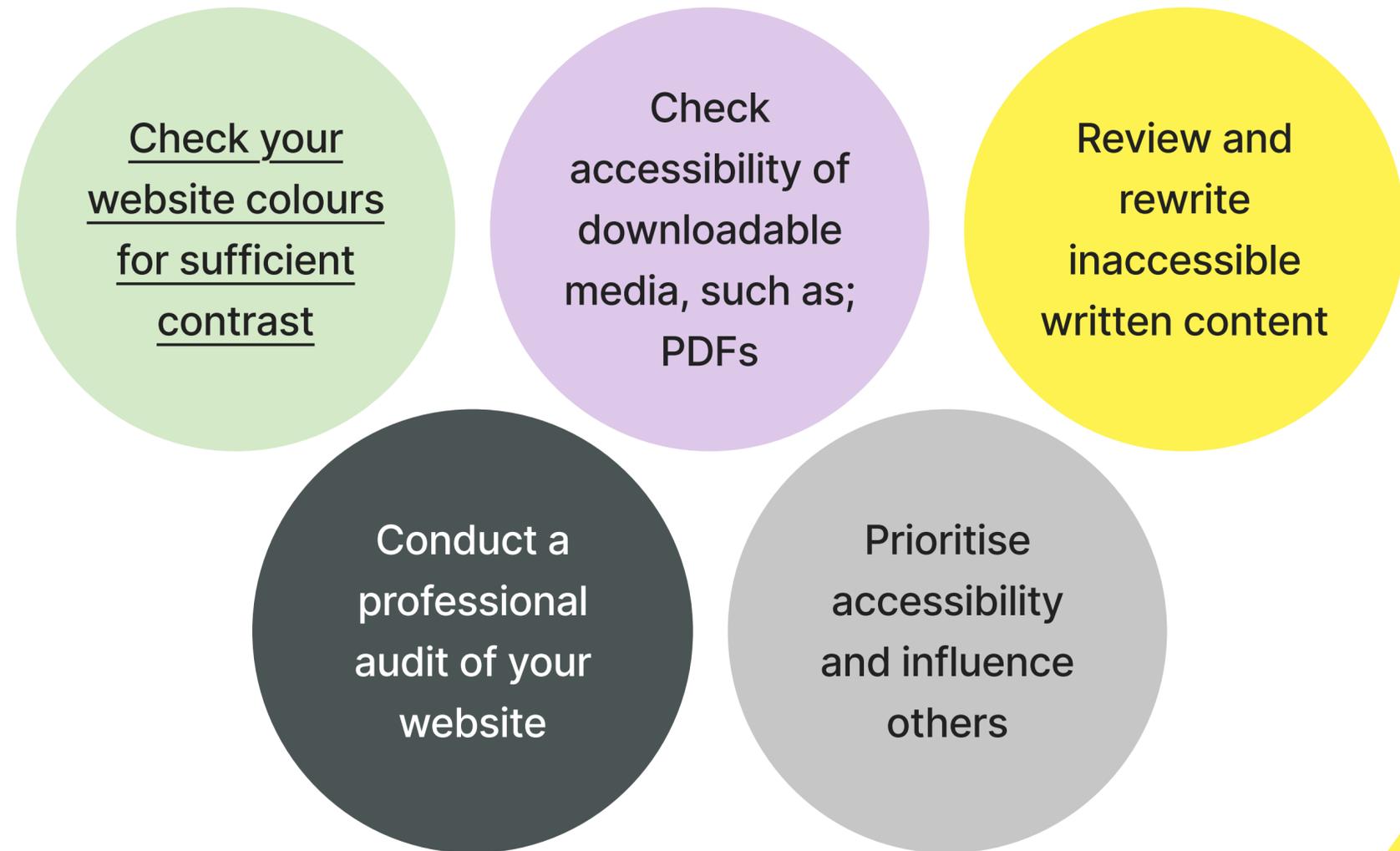
Demo



5 Quick wins and long-term actions

What actions can you take?

Longer term actions 🕒





Our favourite tools



web accessibility evaluation tool

WAVE

[https://wave.webaim.org/
extension/](https://wave.webaim.org/extension/)



Stark

<https://www.getstark.co/>



Pika

[https://superhighfives.com/
pika](https://superhighfives.com/pika)



SUMMARISING STATEMENT

Accessibility isn't optional – **it's a must**. Prioritising it creates better experiences, reaches more people, and strengthens your business for the future.

Make it part of everything you do, and **empower everyone** to engage fully with your brand.



Let's recap

- 1 Accessibility impacts **user experience** and **brand reputation**
- 2 Businesses have a **legal obligation** to comply
- 3 Accessibility can have a direct impact on marketing **conversions** and **goals**
- 4 Being accessible is simple as long as you **prioritise it**



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How important
is accessibility
to you now?

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Thank you!



Any questions?

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Friday 14th November @ 10AM

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